



DISCOVER The Opportunities in Your Business



- ***What is the process that the enterprise has in place to connect with potential customers?***
- ***What process exists that enables the sales organizations intelligence to be captured and then influence the product/service offering?***
- ***What is the missing knowledge that will keep the organization from meeting/exceeding the sales plan?***

Sales Assessment Customer Offering- *We have identified the knowledge and associated activities that organizations must either possess or acquire and then implement to ensure success of the sales organization.*

Sales Assessment Customer Offering (SACO). Working with your project team we evaluate and score the 28 most important subject areas required for successful execution of the sales plan. We then review and score approximately 173 specific steps, tasks or processes required to accurately identify the risk and the opportunity for specific market offerings.

SACO identifies what is needed, and if not available, the impact to the sales process and ability to make the sales plan. The software also forecasts what it takes to exceed the plan / quota. The *Value Propositions* are:

- Fast – Takes only from 2 - 2½ hours for the team to complete the consensus scoring
- Accurate – Each statement under the high focused subject areas are weighted as to their importance
- Value - New Knowledge as to what is available and what is not by weight of importance
- Provides sales and sales management the opportunity to score all of the important requirements to be successful.
- Measurable – Metrics and scoring from the detail to summaries from the assessment process
- Teaming Value – Increases and formalizes the position of sales and the requirements for the support organizations
- The sales force involvement – a process to assess a offering (suite), and a real commitment to the results
- Compares the assessment results to “Best In Class” in the industry.

Pricing is influenced by the value to the customer, in the mind of the customer

Research has shown that the sales organization has to have 65% - 80+% of the knowledge and experience in the use of that knowledge, to support the offering development organizations. Examples of this knowledge are:

- Technology
- Finance – pricing to profit
- Product and offering management
- Competition
- Marketing
- The market
- Delivery
- Value propositions
- Brand value
- The demographics of the target customer
- External and Internal Communications
- Converting the Risk to Advance over the target or quota

Value from SACO.

The NorthPoint software and database has in it over 280 offering assessments and 470 enterprises that were used in the development of the SACO product.

The real productivity of SACO comes from the practice of using this process as the vehicle that covers the entire offering and identifies what needs to be delivered and its impact on the success of the offering.

Customers will run simulations of improved performance to determinate the impact on their plan. This comes from looking at a SACO assessment forecast's impact on the offering and which areas of performance placed the current plan in jeopardy or conversely what could be done to exceed the plan.

In addition, the sales force also achieves real teaming value since there is a consensus on the scoring of each of the 173 detailed statements organized into the 28 summary focus areas.

Once the baseline assessment has been completed the SACO process could be updated every 90 days depending on the level of importance of the offering.

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